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Results of Search in 1790 to present db for: (("genetic programming" AND advertising) AND strategy): 2 patents. Hits 1 through 2 out of 2

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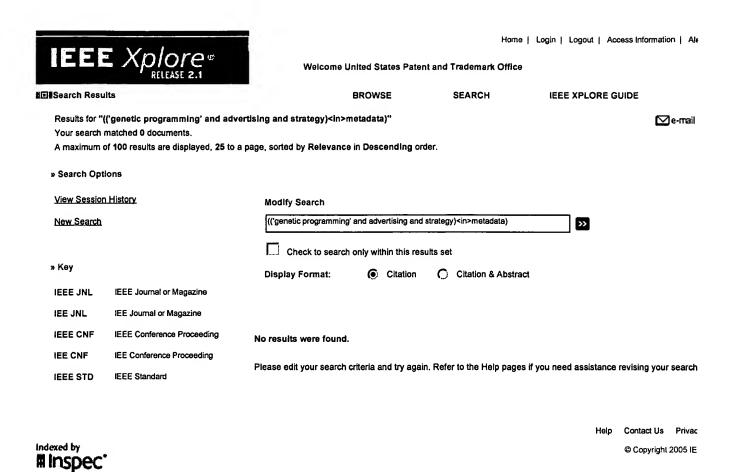
Refine Search "genetic programming" and advertising and strategy

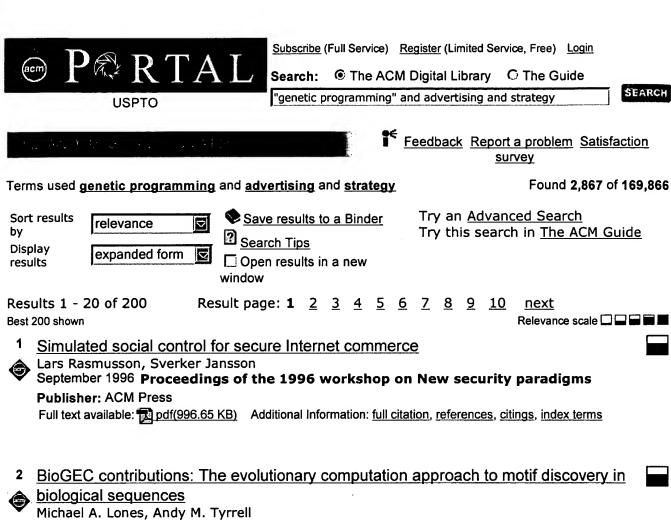
PAT. NO. Title

1 6,941,287 Distributed hierarchical evolutionary modeling and visualization of empirical data

2 6,763,338 Machine decisions based on preferential voting techniques







June 2005 Proceedings of the 2005 workshops on Genetic and evolutionary computation GECCO '05

Publisher: ACM Press

Full text available: pdf(348.60 KB) Additional Information: full citation, abstract, references, index terms

Finding motifs — patterns of conserved residues — within nucleotide and protein sequences is a key part of understanding function and regulation within biological systems. This paper presents a review of current approaches to motif discovery, both evolutionary computation based and otherwise, and a speculative look at the advantages of the evolutionary computation approach and where it might lead us in the future. Particular attention is given to the problem of characterising regulat ...

Keywords: biological sequence understanding, evolutionary computation, motif discovery

3 Contributed articles: "In vivo" spam filtering: a challenge problem for KDD.

Tom Fawcett

December 2003 ACM SIGKDD Explorations Newsletter, Volume 5 Issue 2

Publisher: ACM Press

Full text available: pdf(260.66 KB) Additional Information: full citation, abstract, references, citings

Spam, also known as Unsolicited Commercial Email (UCE), is the bane of email communication. Many data mining researcher's have addressed the problem of detecting spam, generally by treating it as a static text classification problem. True in vivo spam filtering has characteristics that make it a rich and challenging domain for data mining. Indeed, real-world datasets with these characteristics are typically difficult to acquire and to share. This paper demonstrates some of these characteri ...

Keywords: challenge problems, class skew, concept drift, cost-sensitive learning, data streams, imbalanced data, spam, text classification

4 Internet advertising strategy by comparison challenge approach

Sa Ja

Jae Kyu Lee, Jae Won Lee

September 2003 Proceedings of the 5th international conference on Electronic commerce ICEC '03

Publisher: ACM Press

Full text available: pdf(499.73 KB) Additional Information: full citation, abstract, references

A comparison challenge approach is proposed as a form of challenger-activated, just-in-time advertising. To develop a framework for a comparison challenge, we propose a theory of comparison. Based on this theory, the CompareMe and CompareThem strategies are devised, and comparable objects are classified in terms of price and performance dominance as well as the scope of proximity. The idea is demonstrated with a comparison of PCs from five leading manufacturers. To assist in the planning of the ...

Keywords: advertising, comparison challenge, comparison shopping, electronic commerce

⁵ Genetic programming: Evolving cooperative strategies for UAV teams



Marc D. Richards, Darrell Whitley, J. Ross Beveridge, Todd Mytkowicz, Duong Nguyen, David Rome

June 2005 Proceedings of the 2005 conference on Genetic and evolutionary computation GECCO '05

Publisher: ACM Press

Full text available: pdf(676.45 KB) Additional Information: full citation, abstract, references, index terms

We present a Genetic Programming approach to evolve cooperative controllers for teams of UAVs. Our focus is a collaborative search mission in an uncertain and/or hostile environment. The controllers are decision trees constructed from a set of low-level functions. Evolved decision trees are robust to changes in initial mission parameters and approach the optimal bound for time-to-completion. We compare results between steady-state and generational approaches, and examine the effects of two commo ...

Keywords: autonomous control, cooperative agents, genetic programming, simulated robotics

6 Book reviews



April 2000 intelligence, Volume 11 Issue 1

Publisher: ACM Press

Full text available: pdf(243.97 KB)

html(31.94 KB)

Additional Information: full citation, references, index terms

7 Multimedia: Adaptive strategies for efficiently locating internet-based servers in



MANETs

Hongbo Jiang, Shudong Jin

October 2005 Proceedings of the 8th ACM international symposium on Modeling, analysis and simulation of wireless and mobile systems MSWiM '05

Publisher: ACM Press

Full text available: Topdf(126.23 KB) Additional Information: full citation, abstract, references, index terms

Providing Internet access to Mobile Ad hoc Networks (MANETs) can greatly extend their applications, increase their scalability, and improve the quality of service. However, a critical problem is how the mobile hosts can locate Internet-based servers efficiently in a dynamic, unstructured network. Neither reactive strategies, where the hosts initiate ondemand server discovery, nor proactive strategies, where the servers periodically advertise their availability information, are optimal. To that ...

Keywords: controlled flooding, mobile ad hoc networks, search algorithms

Web search 3: Impedance coupling in content-targeted advertising Berthier Ribeiro-Neto, Marco Cristo, Paulo B. Golgher, Edleno Silva de Moura August 2005 Proceedings of the 28th annual international ACM SIGIR conference on Research and development in information retrieval SIGIR '05 Publisher: ACM Press

Full text available: 📆 pdf(548.23 KB) Additional Information: full citation, abstract, references, index terms

The current boom of the Web is associated with the revenues originated from on-line advertising. While search-based advertising is dominant, the association of ads with a Web page (during user navigation) is becoming increasingly important. In this work, we study the problem of associating ads with a Web page, referred to as content-targeted advertising, from a computer science perspective. We assume that we have access to the text of the Web page, the keywords declared by an advertiser, and a t ...

Keywords: Bayesian networks, advertising, kNN, web

<u>Auctions and E-commerce: Paid placement strategies for internet search engines</u>

Hemant K. Bhargava, Juan Feng

May 2002 Proceedings of the 11th international conference on World Wide Web Publisher: ACM Press

Full text available: 🔁 pdf(294.18 KB) Additional Information: full citation, abstract, references, index terms

Internet search engines and comparison shopping have recently begun implementing a paid placement strategy, where some content providers are given prominent positioning in return for a placement fee. This bias generates placement revenues but creates a disutility to users, thus reducing user-based revenues. We formulate the search engine design problem as a tradeoff between these two types of revenues. We demonstrate that the optimal placement strategy depends on the relative benefits (to provid ...

Keywords: bias, information gatekeepers, paid placement, promotion, search engines

¹⁰ Al update

September 2001 intelligence, Volume 12 Issue 3

Publisher: ACM Press

Full text available: pdf(129.12 KB) Additional Information: full citation, index terms html(46.75 KB)

11 Estimation of distribution algorithms: Learned mutation strategies in genetic

programming for evolution and adaptation of simulated snakebot Ivan Tanev

June 2005 Proceedings of the 2005 conference on Genetic and evolutionary

computation GECCO '05

Publisher: ACM Press

Full text available: pdf(1.41 MB) Additional Information: full citation, abstract, references, index terms

In this work we propose an approach of incorporating learned mutation strategies (LMS) in genetic programming (GP) employed for evolution and adaptation of locomotion gaits of simulated snake-like robot (Snakebot). In our approach the LMS are implemented via learned probabilistic context-sensitive grammar (LPCSG). The LPCSG is derived from the originally defined context-free grammar, which usually expresses the syntax of genetic programs in canonical GP. Applying LMS implies that the probabiliti ...

Keywords: Snakebot, context-sensitive grammar, genetic programming, locomotion, mutation strategies

12 Innovation, management & strategy: Psychologically targeted persuasive advertising

and product information in e-commerce

Timo Saari, Niklas Ravaja, Jari Laarni, Marko Turpeinen, Kari Kallinen March 2004 Proceedings of the 6th international conference on Electronic commerce

ICEC '04

Publisher: ACM Press

Full text available: pdf(336.91 KB) Additional Information: full citation, abstract, references, index terms

In this paper, we describe a framework for a personalization system to systematically induce desired emotion and attention related states and promote information processing in viewers of online advertising and e-commerce product information. Psychological Customization entails personalization of the way of presenting information (user interface, visual layouts, modalities, structures) per user to create desired transient psychological effects and states, such as emotion, attention, involvement, ...

Keywords: advertising, e-commerce, personalization emotion, persuasion

13 Alternate distribution strategies for digital music

G. Prem Premkumar

September 2003 Communications of the ACM, Volume 46 Issue 9

Publisher: ACM Press

Full text available: pdf(103.58 KB)

Additional Information: full citation, abstract, references, citings, index terms.

Digitization of music has created opportunities to reengineer the supply chain and improve

14 Changing patterns in IT skill sets 1988-2003: a content analysis of classified



advertising

Michael J. Gallivan, Duane P. Truex, Lynette Kvasny August 2004 ACM SIGMIS Database, Volume 35 Issue 3

Publisher: ACM Press

Full text available: pdf(224.27 KB) Additional Information: full citation, abstract, references, index terms

This paper examines trends in required job skills for IT professionals. Through an empirical study of classified job advertising for IT professionals over the past 17 years, we evaluate whether the observed trends support earlier predictions offered by researchers who sought to anticipate future job and skill demands (Leitheiser 1992; Trauth, Farwell, & Lee 1993). Many of the findings are consistent with previous studies and support the notion that employers are seeking an ever-increasing number ...

Keywords: IT careers, IT professionals, career paths, content analysis, job skills

15 Peer-to-peer data trading to preserve information

Brian F. Cooper, Hector Garcia-Molina

April 2002 ACM Transactions on Information Systems (TOIS), Volume 20 Issue 2

Publisher: ACM Press

Full text available: pdf(490.65 KB)

Additional Information: full citation, abstract, references, citings, index terms

Data archiving systems rely on replication to preserve information. This paper discusses how a network of autonomous archiving sites can trade data to achieve the most reliable replication. A series of binary trades among sites produces a peer-to-peer archiving network. Two trading algorithms are examined, one based on trading collections (even if they are different sizes) and another based on trading equal sized blocks of space (which can then store collections). The concept of deeds is ...

Keywords: Data replication, digital archiving, digital library, fault tolerance, resource negotiation

16 Denial-of-service resilience in peer-to-peer file sharing systems

D. Dumitriu, E. Knightly, A. Kuzmanovic, I. Stoica, W. Zwaenepoel June 2005 ACM SIGMETRICS Performance Evaluation Review, Proceedings of the 2005 ACM SIGMETRICS international conference on Measurement and modeling of computer systems SIGMETRICS '05, Volume 33 Issue 1

Publisher: ACM Press

Full text available: pdf(245.14 KB)

Additional Information: full citation, abstract, references, citings, index terms

Peer-to-peer (p2p) file sharing systems are characterized by highly replicated content distributed among nodes with enormous aggregate resources for storage and communication. These properties alone are not sufficient, however, to render p2p networks immune to denial-of-service (DoS) attack. In this paper, we study, by means of analytical modeling and simulation, the resilience of p2p file sharing systems against DoS attacks, in which malicious nodes respond to queries with erroneous responses. ...

Keywords: denial of service, file pollution, network-targeted attacks, peer-to-peer

17 A first course in genetic programming



Nelishia Pillay

June 2004 ACM SIGCSE Bulletin, Working group reports from ITiCSE on Innovation and technology in computer science education ITiCSE-WGR '04, Volume 36 Issue 4

Publisher: ACM Press

Full text available: pdf(326.64 KB) Additional Information: full citation, abstract, references

Genetic programming is a machine learning technique introduced in the early nineties. Since its inception research into the applications of genetic programming and methodologies for overcoming the limitations of the technique has grown. This paper proposes a first course in genetic programming at the postgraduate level. The paper examines the objectives and outcomes, teaching strategies and assessment methods for such a course. The results of an evaluation of the course is also presented. Future ...

Keywords: artificial intelligence education, genetic programming

18	Innovation, management & strategy: Strategies and business models in electronic retailing: indications from the U.S. and the UK Maria Madlberger	
	March 2004 Proceedings of the 6th international conference on Electronic commerce ICEC '04	
	Publisher: ACM Press Full text available: pdf(337.06 KB) Additional Information: full citation, abstract, references, index terms	
	In e-commerce a large variety of business models for selling goods online has emerged. But most known approaches are focused on e-commerce in general and do not reflect characteristics of e-tailing. The objective of this paper is the development of a research framework and an empirical evaluation in order to analyze e-tail business models on behalf of retail functions. This framework is extended to multi-channel retailing, and is applied for an empirical study among 60 online shops of major U.S	
	Keywords : business models, digital distribution channels, electronic commerce, electronic retailing, multi-channel retailing	
	Developing a comprehensive communication strategy to meet the needs of various stakeholder groups Kenneth Janz, Emily Gruenert November 2005 Proceedings of the 33rd annual ACM SIGUCCS conference on User services SIGUCCS '05	
	Publisher: ACM Press Full text available: pdf(2.33 MB) Additional Information: full citation, abstract, references, index terms	
	Instructional and Research Technology Services (IRTS) at Indiana State University, through input from various stakeholder groups, has developed a comprehensive communication strategy for the Office of Information Technology (OIT). This plan covers communications to internal OIT staff, Indiana State staff, faculty, and students, as well as the general public. This plan created mechanisms to market OIT services, publicize OIT accomplishments, support other OIT units in their documentation of opera	
	Keywords : collaboration, communication strategies, communications, communications assessment, documentation, faculty development, focus groups, marketing, staff development, support services, survey, technology needs assessment, technology planning, technology training	
20	On the performance of bandwidth allocation strategies for interconnecting ATM and	

connectionless networks

Edward Chan, Victor C. S. Lee, Jim M. Ng

January 1996 ACM SIGCOMM Computer Communication Review, Volume 26 Issue 1

Publisher: ACM Press

Full text available: pdf(633.30 KB) Additional Information: full citation, abstract, index terms

Using ATM networks as the switching fabric for interconnecting LANs and MANs means that a strategy for bandwidth allocation must be developed to map connectionless traffic in the LAN/MAN to the ATM network which is essentially connection-oriented. This paper presents a bandwidth allocation algorithm based on bandwidth advertising and burst drop when overflow occurs. The performance is evaluated by simulation and shown to reduce Burst Loss Rate significantly.

Keywords: ATM, high speed networks, internetworks

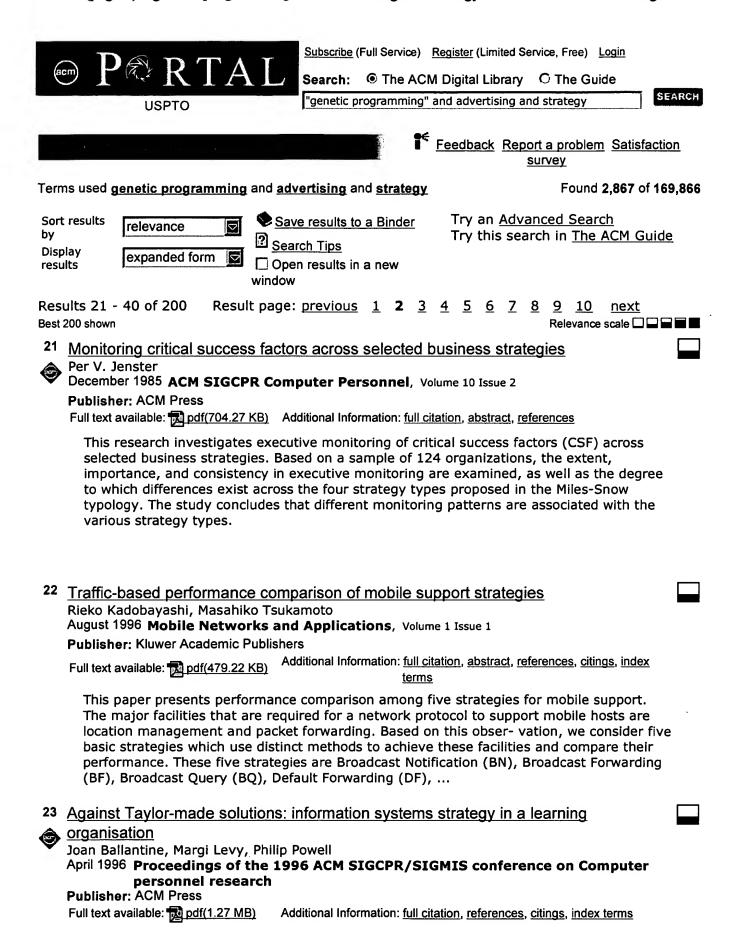
Results 1 - 20 of 200

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24	Performance comparison of mobile support strategies				
(2)	Rieko Kadobayashi, Masahiko Tsukamoto December 1995 Proceedings of the 1st annual international conference on Mobile				
	computing and networking Publisher: ACM Press				
	Full text available: pdf(735.53 KB) Additional Information: full citation, references, citings, index terms				
25	SCMP.com: strategic repositioning of a newspaper Ali Farhoomand, Eva Kwan				
	December 2000 Proceedings of the twenty first international conference on Information systems				
	Publisher: Association for Information Systems				
	Full text available: pdf(361.56 KB) Additional Information: full citation, references, index terms				
26	Applying online gradient descent search to genetic programming for object				
	recognition				
	Will Smart, Mengjie Zhang January 2004 Proceedings of the second workshop on Australasian information				
	security, Data Mining and Web Intelligence, and Software Internationalisation - Volume 32 CRPIT '04				
	Publisher: Australian Computer Society, Inc.				
	Full text available: pdf(207.11 KB) Additional Information: full citation, abstract, references				
	This paper describes an approach to the use of gradient descent search in genetic programming (GP) for object classification problems. In this approach, pixel statistics are used to form the feature terminals and a random generator produces numeric terminals. The four arithmetic operators and a conditional operator form the function set and the classification accuracy is used as the fitness function. In particular, gradient descent search is introduced to the GP mechanism and is embedded into th				
	Keywords: data mining, genetic programming, machine learning, object classification				
27	Genetic programming: Investigating the performance of module acquisition in				
â	cartesian genetic programming				
~	James Alfred Walker, Julian Francis Miller				
	June 2005 Proceedings of the 2005 conference on Genetic and evolutionary computation GECCO '05				
	Publisher: ACM Press				
	Full text available: pdf(5.29 MB) Additional Information: full citation, abstract, references, index terms				
	Embedded Cartesian Genetic Programming (ECGP) is a form of the graph based Cartesian Genetic Programming (CGP) in which modules are automatically acquired and evolved. In this paper we compare the efficiencies of the ECGP and CGP techniques on three classes of problem: digital adders, digital multipliers and digital comparators. We show that in most cases ECGP shows a substantial improvement in performance over CGP and that the computational speedup is more pronounced on larger problems.				

Keywords: cartesian genetic programming, computational effort, digital adders, digital comparators, digital multipliers, modularity, module acquisition

28 Personalization of search engine services for effective retrieval and knowledge management



Weiguo Fan, Michael D. Gordon, Praveen Pathak

December 2000 Proceedings of the twenty first international conference on **Information systems**

Publisher: Association for Information Systems

Full text available: 🔂 pdf(174.07 KB) Additional Information: full citation, references, citings, index terms

²⁹ Comparison of allocation rules for paid placement advertising in search engines



Juan Feng, Hemant K. Bhargava, David Pennock

September 2003 Proceedings of the 5th international conference on Electronic commerce ICEC '03

Publisher: ACM Press

Full text available: pdf(425.78 KB) Additional Information: full citation, abstract, references, index terms

Web sites such as Internet search engines, web portals, and comparison shopping services, aim to provide information or recommendations to users who might be searching for information or trying to make a purchase decision. Paid placement advertising has established itself as an important revenue resource for such information-oriented web sites, which often deliberately bias their recommendations (or sequence of results) in return for a fee from providers who wish to get preferential placement on ...

Keywords: information gatekeepers, paid placement, search engines, slotting auctions, sponsored listings

30 Discovery and Advertising: Advertising in a pervasive computing environment



Anand Ranganathan, Roy H. Campbell

September 2002 Proceedings of the 2nd international workshop on Mobile commerce

Publisher: ACM Press

Full text available: pdf(185.13 KB)

Additional Information: full citation, abstract, references, citings, index terms

The advent of the internet has revolutionized the field of advertising by providing a whole new path for reaching potential customers. Studies show that online advertising is, on the whole, extremely effective and that consumer acceptance of online advertising is comparable to traditional media[7][8]. One of the reasons for the high effectiveness of online advertising is that users interact with the web at a far more personal and intimate level than they interact with other advertising media lik ...

Keywords: advertising, electronic commerce, pervasive computing

31 Genetic programming applied to Othello: introducing students to machine learning



research

Eleazar Eskin, Eric Siegel

March 1999 ACM SIGCSE Bulletin , The proceedings of the thirtieth SIGCSE technical symposium on Computer science education SIGCSE '99, Volume 31 Issue 1

Publisher: ACM Press

Full text available: pdf(670.28 KB)

Additional Information: full citation, abstract, references, citings, index

In this paper we describe and analyze a three week assignment that was given in a Machine Learning course at Columbia University. The assignment presented students with an introduction to machine learning research. The assignment required students to apply

Genetic Programming to evolve algorithms that play the board game Othello. The students were provided with an implemented experimental approach as a starting point. The students were required to perform their own experimental modifications cor ...

32 A normative simulation for airline marketing planning Randall L. Schultz, Joe A. Dodson January 1974 Proceedings of the 7th conference on Winter simulation - Volume 2 Publisher: ACM Press Full text available: pdf(633.43 KB) Additional Information: full citation, abstract, references, index terms This paper reports on the development of a heuristic aid to making marketing planning decisions that is data based and explicitly considers the uncertainty of competitive behavior. An application of the model to an airline market provides conclusions about the nature of the market and how to assess competitive response. Normative simulation appears to have good potential as a decision-making aid for marketing managers. 33 Source-oriented topology aggregation with multiple QoS parameters in hierarchical <u>networks</u> Turgay Korkmaz, Marwan Krunz October 2000 ACM Transactions on Modeling and Computer Simulation (TOMACS), Volume 10 Issue 4 **Publisher: ACM Press** Additional Information: full citation, abstract, references, citings, index Full text available: pdf(290.72 KB) terms, review In this paper, we investigate the problem of topology aggregation (TA) for scalable, QoSbased routing in hierarchical networks. TA is the process of summarizing the topological information of a subset of network elements. This summary is flooded throughout the network and used by various nodes to determine appropriate routes for connection requests. A key issue in the design of a TA scheme is the appropriate balance between compaction and the corresponding routing performance. The contrib ... **Keywords:** ATM networks, PNNI, QoS-based routing, scalable routing, topology aggregation 34 Genetic programming: Evolution of a human-competitive quantum fourier transform algorithm using genetic programming Paul Massey, John A. Clark, Susan Stepney June 2005 Proceedings of the 2005 conference on Genetic and evolutionary computation GECCO '05 Publisher: ACM Press Full text available: pdf(280.68 KB) Additional Information: full citation, abstract, references, index terms In this paper, we show how genetic programming (GP) can be used to evolve system-sizeindependent quantum algorithms, and present a human-competitive Quantum Fourier Transform (QFT) algorithm evolved by GP. Keywords: evolutionary computing, genetic algorithms, genetic programming, quantum computing, quantum fourier transform 35 Posters: Applying genetic programming to economic mechanism design: evolving a

July 2003 Proceedings of the second international joint conference on Autonomous

pricing rule for a continuous double auction

Steve Phelps, Peter McBurney, Simon Parsons, Elizabeth Sklar

agents and multiagent systems

Publisher: ACM Press

Full text available: pdf(352.47 KB) Additional Information: full citation, index terms

Keywords: cognitive game theory, continuous double auction, genetic programming, mechanism design, multi-agent systems (MAS), pareto optimisation, reinforcement learning, trading strategies

36 Admediation: New Horizons in Effective Email Advertising

Ram D. Gopal, Zhiping Walter, Arvind K. Tripathi

December 2001 Communications of the ACM, Volume 44 Issue 12

Publisher: ACM Press

Full text available: pdf(105.16 KB) Additional Information: full citation, abstract, references, citings, index

html(27.88 KB) terms

Using incentive-based approaches to match interested buyers and sellers.

37 Searching and organizing: Strategy hubs: next-generation domain portals with search

procedures

Suresh K. Bhavnani, Bichakjian K. Christopher, Timothy M. Johnson, Roderick J. Little, Frederick A. Peck, Jennifer L. Schwartz, Victor J. Strecher

April 2003 Proceedings of the SIGCHI conference on Human factors in computing systems

Publisher: ACM Press

Full text available: pdf(2.91 MB)

Additional Information: full citation, abstract, references, citings, index terms

Current search tools on the Web, such as general-purpose search engines (e.g. Google) and domain-specific portals (e.g. MEDLINEplus), do not provide search procedures that guide users to form appropriately ordered sub-goals. The lack of such procedural knowledge often leads users searching in unfamiliar domains to retrieve incomplete information. In critical domains such as in healthcare, such ineffective searches can have dangerous consequences. To address this situation, we developed a new typ ...

Keywords: healthcare, strategy hub, web searching

38 Strategies for implementing new software processes: an evaluation of a contingency

framework framework

Michael J. Gallivan

April 1996 Proceedings of the 1996 ACM SIGCPR/SIGMIS conference on Computer personnel research

Publisher: ACM Press

39

Full text available: pdf(1.36 MB) Additional Information: full citation, references, citings, index terms

Keywords: client/server computing, implementation strategy, innovation diffusion, reskilling, training

reskining, training

Evolutionary multiobjective optimization: Evolving optimal feature extraction using multi-objective genetic programming: a methodology and preliminary study on edge



detection

Yang Zhang, Peter I. Rockett

June 2005 Proceedings of the 2005 conference on Genetic and evolutionary computation GECCO '05

Publisher: ACM Press

Full text available: pdf(2.19 MB) Additional Information: full citation, abstract, references, index terms

In this paper we describe a generic methodology to create an "optimal" feature extraction pre-processing stage for pattern classification. Our aim is to map the input data into a new, one-dimensional feature space in which separability is maximized under a simple thresholding classification. We have used multi-objective genetic programming with Pareto strength-based ranking to bias the selection procedure. The methodology is applied to the edge detection problem in image processing; we make quan ...

Keywords: edge detector, feature extractor, multi-objective genetic programming

40 Biological applications: Using evolutionary computation methods to support analytical





models for the evolution and maintenance of conditional strategies in chthamalus anisopoma

Gloria Childress Townsend, Wade N. Hazel, Rick Smock

June 2005 Proceedings of the 2005 conference on Genetic and evolutionary computation GECCO '05

Publisher: ACM Press

Full text available: pdf(294.15 KB) Additional Information: full citation, abstract, references, index terms

Biologists have developed models to explain why different environmentally induced morphs of the same organism exist over time. Such conditional strategies are a common form of adaptation to variable environments, whereby an environmental cue allows some individuals to respond to the cue and develop into a morph that is different from the morph of individuals that do not receive the cue. Recently, these efforts have resulted in two different analytical models that give somewhat different predicti ...

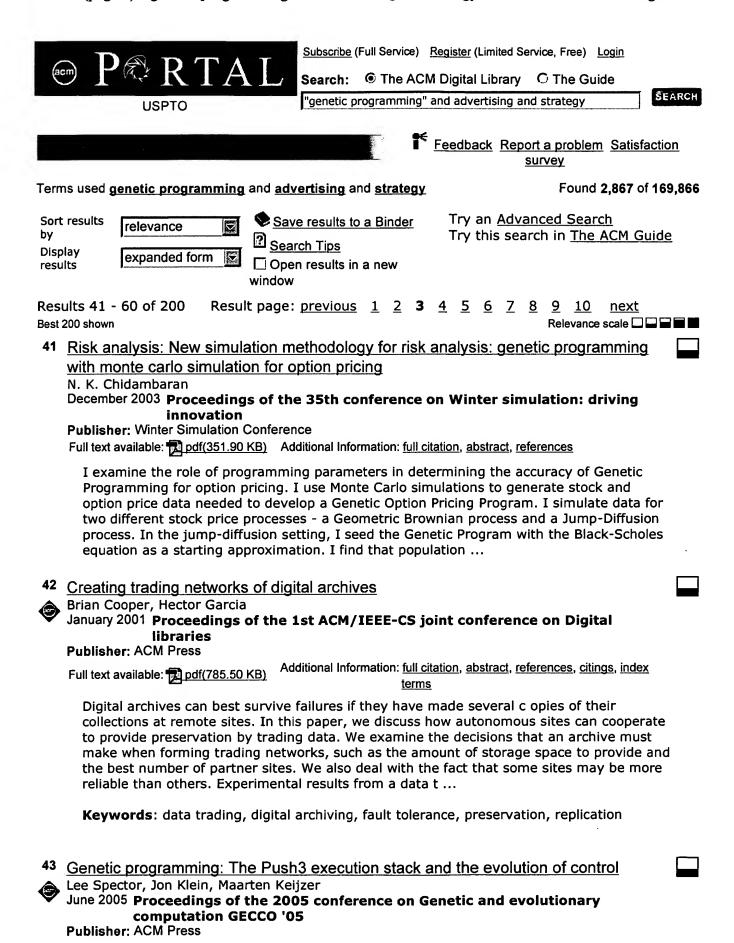
Keywords: alternative phenotypes, conditional strategies, evolution strategies, evolutionary computation, induced defense, threshold model

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Useful downloads: Adobe Acrobat QuickTime Windows Media Player



Full text available: pdf(145.94 KB) Additional Information: full citation, abstract, references, index terms

The Push programming language was developed for use in genetic and evolutionary computation systems, as the representation within which evolving programs are expressed. It has been used in the production of several significant results, including results that were awarded a gold medal in the Human Competitive Results competition at GECCO-2004. One of Push's attractive features in this context is its transparent support for the expression and evolution of modular architectures and complex control ...

Keywords: Fibonacci sequence, combinators, exponentiation, factorial, iteration, parity, push, recursion, reversing a list, sorting, stack-based genetic programming

44 Advertising, profits, switching costs, and the Internet

Avi Goldfarb

September 2003 Proceedings of the 5th international conference on Electronic commerce ICEC '03

Publisher: ACM Press

Full text available: 🔂 pdf(251.31 KB) Additional Information: full citation, abstract, references, index terms

In this paper, I model the online media market. There are three types of players in the market: advertisers, publishers, and users. The advertising side of the market is competitive and publishers are price takers. To draw users, they compete in quality. I find that without any frictions, publishers will earn zero profits; however, if users face switching costs, publishers earn positive profits because they deteriorate quality to the locked-in users. I provide empirical evidence for this predict ...

Keywords: B2C eCommerce, Internet publishing, competition., personalization, profitability, switching costs

45 A virtual loss-load congestion control strategy for high speed networks

Narayanan Prithviraj, Carey L. Williamson

April 1996 ACM SIGCOMM Computer Communication Review, Volume 26 Issue 2

Publisher: ACM Press

Full text available: pdf(1.33 MB) Additional Information: full citation, abstract, citings, index terms

This paper evaluates a hybrid congestion control strategy called the Virtual Loss-Load model. The approach combines the leaky bucket traffic shaper (a preventive congestion control mechanism) with the loss-load model (a reactive congestion control mechanism). Simulation is used to evaluate the virtual loss-load model, and to compare its performance to that of other reactive congestion control strategies from the literature. The evaluation is done using a benchmark suite of network scenarios prop ...

46 Analyzing the economic efficiency of eBay-like online reputation reporting

mechanisms

Chrysanthos Dellarocas

October 2001 Proceedings of the 3rd ACM conference on Electronic Commerce

Publisher: ACM Press

Full text available: pdf(253.91 KB)

Additional Information: full citation, abstract, references, citings, index terms

This paper introduces a model for analyzing marketplaces, such as eBay, which rely on binary reputation mechanisms for quality signaling and quality control. In our model sellers keep their actual quality private and choose what quality to advertise. The reputation mechanism is primarily used to determine whether sellers advertise truthfully. Buyers may exercise some leniency when rating sellers, which needs to be compensated

by corresponding strictness when judging sellers'feedback profiles. It ...

Keywords: electronic commerce, reputation systems, trust in electronic markets

47 Hierarchical strategy of model partitioning for VLSI-design using an improved mixture





of experts approach

K. Hering, R. Haupt, Th. Villmann

July 1996 ACM SIGSIM Simulation Digest, Proceedings of the tenth workshop on Parallel and distributed simulation PADS '96, Volume 26 Issue 1

Publisher: IEEE Computer Society, ACM Press

Publisher Site

Full text available: pdf(801.29 KB)

Additional Information: full citation, abstract, references, index terms

The partitioning of complex processor models on the gate and register-transfer level for parallel functional simulation based on the clock-cycle algorithm is considered. We introduce a hierarchical partitioning scheme combining various partitioning algorithms in the frame of a competing strategy. Melting together different partitioning results within one level using superpositions we crossover to a mixture of experts one. This approach is improved applying genetic algorithms. In addition we pres ...

Keywords: Partitioning, VLSI-Design, Logic Simulation, Genetic Algorithms

48 Genetic programming: Finding needles in haystacks is harder with neutrality





M. Collins

June 2005 Proceedings of the 2005 conference on Genetic and evolutionary computation GECCO '05

Publisher: ACM Press

Full text available: 📆 pdf(123.74 KB) Additional Information: full citation, abstract, references, index terms

This research presents an analysis of the reported successes of the Cartesian Genetic Programming method on a simplified form of the Boolean parity problem. We show the method of sampling used by the CGP is significantly less effective at locating solutions than the solution density of the corresponding formula space would warrant. We present results indicating that the loss of performance is caused by the sampling bias of the CGP, due to the neutrality friendly representation. We implement a sim ...

Keywords: cartesian genetic programming, reduced boolean parity, search space

49 The Impact of Communication Costs and Limitations on Price Wars in an Information



Economy

Jianhui Wu, Edmund H. Durfee

July 2004 Proceedings of the Third International Joint Conference on Autonomous Agents and Multiagent Systems - Volume 3

Publisher: IEEE Computer Society

Full text available: pdf(413.67 KB) Additional Information: full citation, abstract, index terms

Price wars & the iterative undercutting of prices to the marginal cost by competitors & have frequently emerged in models of economic systems populated by computational agents. In this paper, we explore the prevalence and severity of price wars in models of multiagent ecommerce systems that include costs and limitations on interagent communication. The empirical results we describe in this paper indicate that, for a stationary consumer population, limiting the rate of penetration of price inform ...

⁵⁰ A conceptual framework for the design of Market Simulations

Girard C. Pessis

July 1982 ACM SIGAPL APL Quote Quad, Proceedings of the international conference on APL APL '82, Volume 13 Issue 1

Publisher: ACM Press

Full text available: pdf(445.39 KB) Additional Information: full citation, abstract, references, index terms

A conceptual framework for the design of Market Simulations is developed using a systematic modularization concept in APL to allow easy and flexible combination of data entry and computational function. The Framework involves the definition of a Data Bank, an Executive Processor, and a method for defining functional relationships. It combines the power of APL with the ease of application characteristic of specialized simulation languages. Two important features of the conceptual framework a ...

⁵¹ Generalized best-first search strategies and the optimality af A*



Rina Dechter, Judea Pearl
July 1985 Journal of the ACM (JACM), Volume 32 Issue 3

Publisher: ACM Press

Full text available: pdf(2.54 MB)

Additional Information: full citation, abstract, references, citings, index terms

This paper reports several properties of heuristic best-first search strategies whose scoring functions f depend on all the information available from each candidate path, not merely on the current cost g and the estimated completion cost h. It is shown that several known properties of A* retain their form (with the minmax of f playing the role of the optimal cost), which helps establish general tests of admissibility and general condi ...

52 An updated survey of GA-based multiobjective optimization techniques



Carlos A. Coello

June 2000 ACM Computing Surveys (CSUR), Volume 32 Issue 2

Publisher: ACM Press

Full text available: pdf(250.77 KB)

Additional Information: full citation, abstract, references, citings, index <u>terms</u>

After using evolutionary techniques for single-objective optimization during more than two decades, the incorporation of more than one objective in the fitness function has finally become a popular area of research. As a consequence, many new evolutionary-based approaches and variations of existing techniques have recently been published in the technical literature. The purpose of this paper is to summarize and organize the information on these current approaches, emphasizing the importanc ...

Keywords: artificial intelligence, genetic algorithms, multicriteria optimization, multiobjective optimization, vector optimization

53 Planning strategies and considerations for the effective use of the emerging



technology

Charles L. Blaschke

January 1986 ACM SIGCUE Outlook, Volume 18 Issue 2-4

Publisher: ACM Press

Full text available: pdf(1.98 MB) Additional Information: full citation, abstract, references

For a society so adept in developing technology, we have been inept in developing the sociopolitical, managerial, and organizational innovations for applying that technology in such a way that society realizes its potential benefits. This challenge is particularly relevant to education today. Creating an environment which harnesses and encourages the systematic use of rapid technology advances is not only a challenge but an awesome responsibility confronting state-level policy makers.

54 Genetic programming: Multipopulation cooperative coevolutionary programming (MCCP) to enhance design innovation

Emily M. Zechman, S. Ranji Ranjithan

June 2005 Proceedings of the 2005 conference on Genetic and evolutionary computation GECCO '05

Publisher: ACM Press

Full text available: pdf(219.49 KB) Additional Information: full citation, abstract, references, index terms

This paper describes the development of an evolutionary algorithm called Multipopulation Cooperative Coevolutionary Programming (MCCP) that extends Genetic Programming (GP) to search for a set of maximally different solutions for program induction problems. The GP search is structured to generate a set of alternatives that are similar in design performance, but are dissimilar from each other in the solution (or design parameter) space. This is expected to yield potentially more creative designs, ...

Keywords: evolutionary programming, genetic programming, lymphoma cancer classification, niching

55 Advertising and Security for E-Commerce: Improvements in practical aspects of



optimally scheduling web advertising Atsuyoshi Nakamura

May 2002 Proceedings of the 11th international conference on World Wide Web

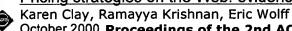
Publisher: ACM Press

Additional Information: full citation, abstract, references, citings, index Full text available: pdf(466.73 KB)

We addressed two issues concerning the practical aspects of optimally scheduling web advertising proposed by Langheinrich et al. [5], which scheduling maximizes the total number of click-throughs for all banner advertisements. One is the problem of multiimpressions in which two or more banner ads are impressed at the same time. The other is inventory management, which is important in order to prevent over-selling and maximize revenue. We propose efficient methods which deal with these tw ...

Keywords: electronic commerce, inventory management, on-line advertisement, optimization, world-wide web

⁵⁶ Pricing strategies on the Web: evidence from the online book industry



October 2000 Proceedings of the 2nd ACM conference on Electronic commerce

Publisher: ACM Press

Full text available: pdf(431.13 KB) Additional Information: full citation, references, citings, index terms

Keywords: firm behavior, price dispersion, pricing, product differentiation

57 Genetic programming: Resource-limited genetic programming: the dynamic approach

Sara Silva, Ernesto Costa

June 2005 Proceedings of the 2005 conference on Genetic and evolutionary computation GECCO '05

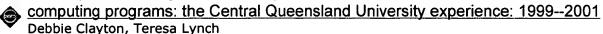
Publisher: ACM Press

Full text available: pdf(251.36 KB) Additional Information: full citation, abstract, references, index terms

Resource-Limited Genetic Programming is a bloat control technique that imposes a single limit on the total amount of resources available to the entire population, where resources are tree nodes or code lines. We elaborate on this recent concept, introducing a dynamic approach to managing the amount of resources available for each generation. Initially low, this amount is increased only if it results in better population fitness. We compare the dynamic approach to the static method where a consta ...

Keywords: bloat, code growth, dynamic limits, evolutionary computation, genetic programming, limited resources

58 <u>Invited papers: Ten years of strategies to increase participation of women in</u>



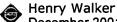
June 2002 ACM SIGCSE Bulletin, Volume 34 Issue 2

Publisher: ACM Press

Full text available: pdf(705.08 KB) Additional Information: full citation, abstract, references, citings

In the late eighties, the participation rate of women in Information Technology courses in most Australian Universities was around 25%. This low level of women's participation in computing courses occurs not only in Australia but also overseas [1], [2]. More studies that are recent indicate that the participation rates have not improved and in fact may be even further in decline [3]. Participation rates in the workforce also appear to be in decline [4], [5]. Concerned at the imbalance within Aust ...

59 Reviewed papers: Notes on the academic job market and hiring strategies



December 2001 ACM SIGCSE Bulletin, Volume 33 Issue 4

Publisher: ACM Press

Full text available: pdf(283.34 KB) Additional Information: full citation, abstract, references

Today's tight job market challenges colleges and universities in hiring. This article reviews the current job market and suggests strategies for a successful hiring effort.

60 Accepted Posters: Intelligent user interfaces in the living room: usability design for



Konstantinos Chorianopoulos, George Lekakos, Diomidis Spinellis

January 2003 Proceedings of the 8th international conference on Intelligent user interfaces

Publisher: ACM Press

Full text available: pdf(213.81 KB)

Additional Information: full citation, abstract, references, citings, index terms

The purpose of this paper is to present our experience from the design of a personalized television application, and the implications for the design of interactive television applications in general. Personalized advertising is a gentle introduction to interactive television applications through a push paradigm that is closer to the established patterns of television use. While personalization is a practice widely used on the Internet, applying personalization techniques over digital television ...

Keywords: advertising, digital television, personalization, usability

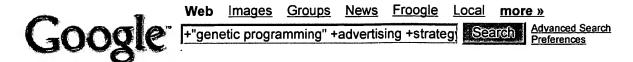
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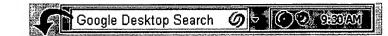
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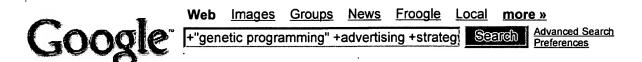
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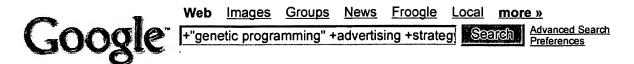
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